

Date: Thu, 09 Jan 1997 23:41:23 -0800
From: Dennis Stillwaggon <dennis@peak.org>
MIME-Version: 1.0
To: benton@benton.org
Subject: Neutral Marketing

Howdy,

This message is in response to the universal services comment filing due Jan 10.

In the information age, an information gap is worse than a material gap. Without the information being made available, a lot of effort can be wasted.

Please pass on the encouragement to include a requirement for a simple neutral market effort in the rules.

thanx

sea ya~~_._~~

X-Sender: mguard@ionet.net

Mime-Version: 1.0

Date: Fri, 10 Jan 1997 12:25:16 -0600

To: benton@benton.org

From: Michael Guard <mguard@ionet.net>

Subject: Benton's plan to market universal service support mechanisms

Please be advised that I support Benton's plan to market universal service support mechanisms as set forth at:

<http://www.benton.org/Policy/96act/reccomments.html>

Lynndon Michael Guard

Attorney at Law

912 N.W. 39th

Okla. City, OK 73118

(405)521-9698

MGuard@ioNET.net

From: farley@infobahn.icubed.com
Date: Fri, 10 Jan 1997 10:37:30 -0500
X-Sender: farley@infobahn.icubed.com (Unverified)
Mime-Version: 1.0
To: Benton Foundation <benton@benton.org>
Subject: Re: Universal Service Proceeding

You have our wholehearted support for the Benton Foundation position in the matter of administration of the universal service fund and related activities.

Dave Farley
Grants and Development Officer
Office of the Mayor
512 City County Building
Pittsburgh, PA 15219
PHONE: (412) 255-4765
FAX: (412) 25502687
EMAIL: <farley@infobahn.icubed.com>

>At 05:32 PM 1/8/97 -0500, you wrote:
>On December 19, the Benton Foundation and the Center for Strategic
>Communications filed comments at the Federal Communications Commission
>outlining a plan to guarantee that eligible recipients of universal service
>support are informed of their eligibility. Benton believes that the worst
>of all possible universal service scenarios is the creation of explicit,
>competitively neutral support mechanisms that go unused because eligible
>recipients remain unaware of them.
>
>Benton is proposing that the administrator of the new universal service
>fund also be charged with developing competitively neutral marketing
>strategies and to implement universal service marketing campaigns to make
>eligible individuals and institutions aware of the resulting support
>mechanisms. Benton's plan calls for a collaborative effort between
>representatives from consumer groups, public
>interest advocates, state consumer advocates, as well as experienced
>marketing executives from the telecommunications industry.
>
>To find out more about Benton's plan to market universal service support
>mechanisms, see our comments posted at
><http://www.benton.org/Policy/96act/recomments.html>
>
>To support our proposal, send an e-mail message to benton@benton.org before
>January 10. Your support will be included in our next set of comments to be
>filed this Friday.
>
>Benton Foundation -- Communications in the Public Interest
>
>*****
>Benton Foundation
>1634 Eye Street NW, 12th Floor
>Washington, DC 20006-4006
>phone: 202-638-5770
>fax: 202-638-5771
>benton@benton.org
><http://www.benton.org>
>To join the Benton Communications Policy Mailing List, send the following
>command in the body of your message to benton-request@cdinet.com:
>
>subscribe benton-compolicy youremail@host.domain
>(for example, subscribe kevint@benton.org)
>

Appendix II

AT&T, Va. Phone Company Trade Lawsuits Over Ads

AT&T, Va. Phone Company Trade Lawsuits Over Ads

By Mike Mills

Washington Post Staff Writer

In big letters, the mail promotion promises long-distance savings of "15-50 percent." If recipients read the fine print, they learn that the 50 percent discounts apply only to calls to Alaska or Hawaii.

Misleading? False? Deceptive? AT&T Corp. says yes, and has asked a New Jersey judge to order Telco Communications Group Inc., a small long-distance competitor with headquarters in Chantilly, to stop the promotion. "The 50 percent is prominently displayed all over their ads," said AT&T spokesman Mark Siegel. "We think that is misleading."

Small long-distance companies such as Telco are growing fast these days, and doing serious damage to the market share of AT&T and other big long-distance firms. AT&T is fighting back, in part with new services and promotions, in part with lawyers.

For a company such as Telco, drawing a courthouse jab from AT&T can have a big impact. In the five days following the Dec. 18 lawsuit, Telco's shares fell 15 percent—roughly a \$100 million decline in the company's value.

Many long-distance stocks were down that week, but analysts say AT&T's suit played a big role in Telco's drop.

Eager to play David to AT&T's Goliath, Telco is fighting back. Yesterday it countered with a lawsuit against AT&T, seeking an unspecified amount of money for its financial reverses. Telco says AT&T has damaged its reputation with a legal and media campaign to "undermine consumer confidence" in Telco's services.

Telco Chief Executive Donald Burns says his company stands by its 50 percent discount promotion. "We specifically include a chart that's extraordinarily clear and tells the consumer that it applies only to Alaska and Hawaii," he said.

He added that Telco coincidentally decided to drop the promotion two weeks before AT&T's lawsuit, and will soon replace it with a flat-rate calling plan.

Telco is one of the fastest-growing small long-distance companies, doubling its sales to \$400 million in 1996. Some 3 million customers monthly use Telco's "dial around" service: By dialing 10297 before placing a long-distance call, customers bypass their regular

See TELCO, B16, Col. 3

AT&T, Telco Trade Suits Over Long-Distance Promotion

TELCO, From B10

long-distance company and go onto the lines of Telco's Long Distance Wholesale Club.

It also runs Dial-and-Save, which offers 25 percent off AT&T non-discounted rates to those who dial 10457.

By dialing around their regular carriers, customers can shop around without switching their official company—a practice that drives AT&T crazy. AT&T officials have complained that they are forced to keep dial-around customers on their books while the calling revenue goes to Telco and others.

AT&T singled out dial-around services in October when it announced poorer-than-expected second-quarter earnings.

Farley Shiner, an analyst with the

Richmond brokerage firm Scott & Stringfellow Inc., said the lawsuit is an example of how AT&T is pulling out the stops to counter the effects of small companies.

"They promised they were going to try to do something to stem their losses from dial-around providers, but they don't know who is using them and who is not. So the only way they can fight back is to file a lawsuit against them," Shiner said.

FOR MORE INFORMATION

For a corporate profile of Telco Communications Group, including recent SEC filings and current stock quote, click on the above symbol on the front page of The Post's site on the World Wide Web at <http://www.washingtonpost.com>

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on state to state
long-distance



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10297 10297 10297

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INTERNATIONAL SAVINGS

Save a minimum of 30% off AT&T's international direct dial rates. Plus 36 Super Saver Countries at a Low Flat Rate. Save Time! Save from 46 to 83% to these countries. No Airtime.

Country	Old Rate	New Rate	Country	Old Rate	New Rate	Country	Old Rate	New Rate
Argentina	\$.76	62%	Germany	\$.72	67%	Philippines	\$.64	74%
Australia	.69	77%	Hong Kong	.83	47%	Portugal	.69	65%
Bahamas	.50	58%	Italy	.70	81%	Russia	1.10	81%
Brazil	.74	71%	Japan	.89	75%	Singapore	.67	63%
Canada	.57	65%	South Korea	.57	65%	Spain	.72	63%
France	.35	65%	Sweden	.69	63%	Switzerland	.68	70%
Great Britain	.63	63%	Taiwan	.73	50%	Telco	.67	61%
India	.70	77%	United States	.72	64%	United Kingdom	.50	65%
Indonesia	.69	81%	United Arab Emirates	.81	71%	Venezuela	.57	80%

10297 10297

1-800-787-7847 **1-800-787-7847**

"You will be saving up to 83 percent."

—THE WASHINGTON POST

AT&T is accusing Telco of misleading advertising because its 50 percent discount applies only to Alaska and Hawaii. Telco stands by its ad.

Appendix III:

After Net Day must be 'Next Day'

THE TAMPA TRIBUNE

A MEDIA GENERAL NEWSPAPER

FLORIDA EDITION

<http://www.tampatrib.com> TAMPA, FLORIDA

The Tampa Tribune, Friday, October 25, 1996

COMMENTARY

After Net Day must be 'Next Day'

BY ANDREW BLAU and PATTY BURNES

At least 37 states will participate in "Net Day '96." Governments, businesses and volunteers are joining this month to wire the schools in their communities to have access to the Internet.

But what happens when all the hammering, splicing and connecting are done?

If the dream becomes real, teachers across America will plug into the Library of Congress, have students take virtual field trips down the Amazon, and upload autobiographical newspapers onto the school Web site.

But a more likely scenario will be that the volunteers will leave and the kids and teachers will return to business as usual. The students will not learn any differently than they did the week before, and many teachers will not know how to take advantage of the new technology now available to them, thanks to community volunteers.

We can change this scenario by turning our focus from Net Day to Next Day — because connecting schools is only the beginning.

We know that technology alone is not the silver bullet that will solve the problems facing the American education system. Merely having access to the Internet will not make American students better equipped to enter the 21st century.

Net Day is a giant step in the right direction, but wiring the schools without an ongoing commitment to the Next Day — when teachers and students will return to the classroom and need to learn how to use the new technology — will result in a net loss.

What is Next Day in the best of all possible worlds? It is the day when we turn from the physical infrastructure and focus on the human infrastructure. It is a commitment by the community to engage in a broader discussion about what skills students will need and how classrooms will function differently once they are connected. Without such a dialogue, the new technology may be used in ways that have little effect, and today's high expectations may become tomorrow's disillusionment.

Next Day is the day we decide to invest in more teacher training so that schools and the people who run them will make good use of the computer networks once they are in place.

The fact is that school districts often find it easier to acquire computers than to help teachers learn how to use them creatively. According to a 1993-94 U.S. Department of Education report, only 14 percent of public school teachers had more than eight hours of training in the area of educational technology.

As millions of Americans who have learned to use computers on the job know, the task requires continuous hands-on experience and follow-up support. Yet, in 1992, the Office of Technology Assessment found only 6 percent of elementary schools and 3 percent of secondary schools employed a full-time computer coordinator. Sixty percent



BOB NEWMAN/Newsday illustration

of schools had assigned no staff member to coordinate or supervise computer use.

Next Day is the day we integrate the technology into every classroom, enhancing the educational experience.

Even though there have been an increasing number of computers installed in schools, the average U.S. student spends just two hours a week using computers. And students spend much of the time in computer labs learning about computers, rather than in classes using the computers as tools for communication and research. Integrating new technology into the classroom will help turn students into active learners and help them develop such higher-order skills as problem-solving, analysis and synthesis — the key skills needed for good jobs in the next decade.

Next Day is the day we use the model partnership of Net Day to establish a volunteer community network that helps teachers learn how to use the technology, then finds ways to keep the teachers learning new, better ways to

leverage this knowledge.

The initial knowledge transfer could occur through volunteer hot lines and professional development days. Sustained learning can happen many ways, including setting up networks for educators to learn from each other.

Already there are ground-breaking educational models that could be replicated if only more teachers and administrators knew about them.

Most important, Next Day is the day after the hard work of wiring is completed and the job of installing, upgrading and supporting the human infrastructure begins. It's the day the community truly commits to connecting the schools.

Andrew Blau is director of the Communications Policy Project for the Benton Foundation; Patty Burnes is executive director of the George Lucas Educational Foundation.